

NATIONAL CIVIL SERVICE LEAGUE

Room 518

1025 Connecticut Avenue, N.W.

Washington, D. C.

MEtropolitan 8-4614

MEMORANDUM FOR: PROMOTION OF THE NATIONAL CIVIL SERVICE LEAGUE'S SEVENTH ANNUAL CAREER SERVICE AWARDS DINNER

1. It is hoped that the following information will help you in assuring a maximum attendance of government people at this event. Since the purpose of the Career Service Awards is to provide recognition for the outstanding and dedicated service of Federal career men and women, it is vital that as many as possible attend.

2. EVENT, TIME, PLACE AND COST

--Seventh Annual Career Service Awards Dinner
--Sheraton Hall, Sheraton-Park Hotel
--7:00 p.m., March 21, 1961
--Tickets for government employees and members of their immediate families, \$6.00 each; all others \$7.00.

3. WHY SHOULD I ATTEND? (PROMOTION TIPS)

The Career Service Awards Program is designed to increase the prestige and recognition of government service generally. Each Federal career person gains from these Awards because anything that increases the general prestige of the Federal civil service increases his prestige.

If you know one of the Award winners, your attendance at the dinner is direct evidence of your personal support of him and your Department or Agency.

Attendance at the dinner affords you an opportunity to meet, hear, and talk with top government officials.

The dinner affords you an opportunity to hear Secretary of Commerce, Luther H. Hodges, enjoy the music of the always outstanding U.S. Marine Band, and share in the excellent food of the Sheraton-Park Hotel.

4. MATERIALS TO BE FURNISHED BY THE LEAGUE

The following promotion materials will be given to you by the League's Washington office. If you should need any more of any item, please telephone Mr. Williams, MEtropolitan 8-4614.

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A supply of invitations, tickets, reservation cards, and envelopes. The number of these items initially sent to you will be generally in proportion to the size of your Department or Agency. A receipt for all tickets sent to you is required.

Supply of bulletin-board type posters. You or your ticket representatives should insert a name and telephone number on each poster used.

Press releases on Award winners.

5. JOB OF EACH AGENCY REPRESENTATIVE

Your job is to successfully accomplish two basic objectives:

--Encourage maximum attendance at the Dinner by men and women of your Department or Agency through the sale of tickets.

--Assure that your Department or Agency public information personnel provide for maximum publicity for the Award winners

6. SALE OF TICKETS

The League is particularly anxious that people in all major organizational elements of your Agency are contacted with respect to dinner attendance. If your Agency is large, you may find it very helpful to set up a Ticket Sales Committee with representatives from Bureaus, Divisions and/or Offices. The League has found that attendance cannot be assured by publicity alone -- it requires personal contact.

If you do establish a Ticket Sales Committee, you probably will wish to give them supplemental guidance on reporting, handling of reservations, cash and check receipts, etc. In this connection, you may provide each such committee member with a block of tickets (be sure you record the ticket numbers given to each such member), a supply of posters, reservations, etc. Or, if you desire assured control of each ticket, you may prefer to give a ticket to each Ticket Sales Committeeman upon presentation of a completed reservation card and appropriate remittance.

7. SPECIAL INFORMATION ON TICKET COSTS

The ticket price of \$6.00 for government employees and members of their immediate families is less than actual per plate cost. Cost of the dinner for invited guests of the League is defrayed from funds otherwise contributed to the League. Such costs are not included in the cost of tickets purchased by government personnel.

8. PUBLICITY FOR YOUR AGENCY'S AWARD WINNER (IF ANY THIS YEAR)

If your Agency did not have an Award winner this year, you may ignore this. If you did have an Award winner, you will wish to appoint some public information official to assist you in assuring that your winner and your Agency receives maximum recognition through your Agency's own information resources. The League will, of course, issue general releases and otherwise provide for more general coverage.

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The attached sheet contains some suggestions that your public information official may find helpful.

Your Agency should make no official release containing the name of your Award winner prior to March 12, 1961. Your information official may wish to contact the League's Washington office directly to make certain that all releases are coordinated.

9. RECORDS AND REPORTS

The League has attempted to keep the ticket-accounting and reporting system as simple as possible, recognizing that a positive accounting for each ticket is necessary. Here is all you do:

- Return a signed receipt to the League office for the initial supply of tickets issued to you.
- Keep a running record of the number of each ticket sold, to whom it is sold, and by whom it will be used (if known).
- Be sure that the money from the sale of tickets is turned in to you, and that you receive \$6.00 for each ticket sold.
- Phone the League Office by March 16 and report number of tickets sold.
- Provide for delivery of all completed reservation cards, cash and checks, and unused promotion materials to the League office prior to noon, March 17. Include a listing showing the number of each ticket, to whom it was sold, name of probable user of ticket, and his or her organizational location within the Agency. This latter information will be used to make up the dinner seating arrangements.

10. SEATING ARRANGEMENTS

Special seating will be arranged by the League for some government officials and the 1961 Award winners and their families.

Reservations for a full table of 8 may be arranged. If notified prior to noon, March 17, the League will arrange to have such tables appropriately marked with the Agency name.

In devising the final seating arrangements, the League will cooperate with you in arranging Agency tables (when the number is divisible by 8), or to otherwise group less than 8 Agency personnel at one table. There will be a relatively firm seating plan available at the time of the dinner.

11. CHECKS OR MONEY ORDERS

Please have all checks and money orders made payable to the "National Civil Service League (Awards)".

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12. FURTHER QUESTIONS

Please do not hesitate to call the League's Washington office (MEtropolitan 8-4614) if you have further questions or desire help on any aspect of the dinner promotion.